



## **2025 DAV and Auxiliary National Convention Lead Retrieval Information**

Never miss a lead with the all-in-one lead capture, qualification and retrieval services provided by DAV through STOVA. Lead retrieval is the easiest way to capture an attendee's contact information, including email addresses. Exhibitor lead retrieval services via iPhone/Android App or USB Badge Reader are available for this event. Lead retrieval software for up to 2 devices for scanning registrant QR codes.

### **What Is Lead Retrieval?**

Lead retrieval is a method for capturing and processing leads generated at an event, trade show or conference. Lead retrieval tools connect to a database containing attendee contact details. With just a quick scan of a QR code on an attendee's badge your team is able to qualify, rate and take notes on each lead. Reporting functionality allows you to capture attendee indicative data quickly from your mobile device, allowing your team to engage prospective customers effectively and efficiently.

Lead Retrieval allows organizations to:

- Monitor and track employee engagement with prospective customers
- Export leads for easy import into your sales database
- Prioritize and follow up on leads post-event with action specific points of engagement
- Report and track your Return on Investment

Place your order online through the DAV Registration site or by clicking on the "Modify Registration" Button located on your registration email.

Questions about lead retrieval? P: 859-442-2044 or [Kheyman@DAV.org](mailto:Kheyman@DAV.org)